

## **Separating fact from fiction – broad thinking across all things broadband**

**London, 23rd September 2019. On the 20<sup>th</sup> anniversary of wifi, Broadband World Forum 2019 will help you navigate 5G, AI, blockchain and the latest tech for telcos to drive next generation connectivity.**

As new market analysis reveals how critical the connected home market is becoming - revenue from digital services such as TV, digital media and the smart home is set to reach **\$735 billion by 2023\*** - BBWF will provide a pragmatic look at how networks need to evolve to deliver on the demands of the gigabit society.

New research from Ovum\* indicates that the consumer market will remain by far the largest source of revenue for network operators (**\$1.14 trillion by 2023**) and while **Broadband** will account for 72% of this revenue at **\$800 billion**, growth will slow as markets mature. But revenue from **digital services** is expected to see significant growth.

At this critical time, **Broadband World Forum** (now in its 19<sup>th</sup> year) provides the connectivity community with a powerful space in which to learn, network and collaborate. This year the focus is on cutting through the hype surrounding emerging technologies, separating fact from fiction and taking a deep dive into the technologies sitting high on the hype curve to uncover their current application and future impact, including **5G, AI, edge computing, blockchain, XGPON, IoT**, as well as topics relevant to upgrading, deploying and monetising next generation networks and more.

Taking place from 15-17 October in Amsterdam, the event is supported by leading figures from the telco industry including **BT, KPN, T-Mobile, NBN Australia, VEON, Altice Portugal** and **Hyperoptic** among others. Senior representatives from **leading regulatory bodies such as Ofcom, Anacom and BEREC** will take to the stage alongside enterprise heavyweights such as **BBC, Disney and Uber**.

This year BBWF will host a dedicated connected home track which will feature discussions with key operators such as BT, Liberty Global and Comcast, as well as innovative vendors and start-ups. Preceded by a Day 1 workshop on the same topic hosted by revered industry group, Broadband Forum and with keynotes from automotive leaders Renault and Uber, the importance of the connected home and connected industries for telco innovation is right at the heart of BBWF this year.

Heather James, Portfolio Director, from Informa Tech, said: “The burden on broadband networks is greater than ever before with increasing demands from both consumers and businesses. Operators are faced with the challenge of improving network speed and service while also attracting and retaining customers in an increasingly competitive market. BBWF will bring together 4000+ of the world’s telecommunications experts to explore network innovations, uncover monetisation opportunities as well as deployment opportunities and challenges. The event is truly viewed by the industry as a one stop shop for annual updates on network evolution.”

Julie Kunstler, Principal Analyst at Ovum, specialising in wireline/fixed broadband access, said: “While bandwidth demand is not slowing down among consumers, businesses, and cities, operators are adopting innovative strategies to become the winners in end-to-end applications and services. “Beyond the pipe” is permeating smart home, smart business, and smart city strategies. BBWF is the key conference and exhibition for learning about innovative operators and the ecosystem supporting this major transformation.” Julie will be chairing the keynotes at BBWF on 16th October.

Ronan Kelly, Broadband World Forum keynoter and ADTRAN CTO for EMEA and APAC Regions said: “It’s an exciting, critical time for the telecom market. The growth of over-the-top services is mounting pressure for networks to go faster and further, but at a more competitive price. It’s clear that a new approach to telecom infrastructure and services delivery is needed in order to maintain happy customers and a successful business model.”

“At Broadband World Forum, I am excited to explore how operators are building their best networks in order to transform service delivery, enable advanced customer capabilities, and regain control over customer satisfaction.”

Sandra Motley, President of Nokia’s Fixed Networks Business Group, said: “The Broadband World Forum is a premier event that gives operators from around the world access to the latest innovations they need for their network evolution journey. We’re excited to once again be a part of this influential event and look forward to sharing how innovations like intent-based automation can revolutionize the future of broadband access.”

Paul Palmer, Director of Business Development at F-Secure said, “Homes are becoming more reliant on their broadband connection every day, as the attacks against IoT devices grow both in number and intensity. Service providers can prepare for the future by securing the devices and appliances people rely upon most—driving increased loyalty from our customers. At BBWF, the industry’s leaders can turn vulnerabilities into opportunities. We have the responsibility to keep families safe by delivering simple, seamless solutions that anticipate their needs, without a hassle. Trust is what this ecosystem is built on and BBWF is helping lay the foundation to make our lives more secure as they become more connected.”

In addition to thought leading content the event hosts a large exhibition which includes the Broadband Forum interop pavilion, two free content theatres hosting a start-up showcase

and pitch off, as well as the full broadband ecosystem with key players including Nokia, Huawei, ADTRAN, Intel bringing their latest network tech and demos, as well as emerging start-ups looking to establish themselves in the industry.

BBWF attracts 4000+ attendees each year and 2019 is set to be bigger and better than ever, attracting attendees from 95 countries and every point in the broadband value chain.

**Click [here](#) to register for press attendance.**

For free access to the exhibition hall, networking areas and 2 free content theatres, register for your visitor ticket [here](#).

For full access to the 200+ speaker line up, 4 conference tracks and keynotes, you can book a delegate pass [here](#).

**-Ends-**

#### **Notes to Editors**

For further information, images and content please contact London Media PR on 0207 613 2548 or [team@london-media.co.uk](mailto:team@london-media.co.uk)

For more event information, speakers, sessions and partners, please visit the website [tmt.knect365.com/bbwf/](http://tmt.knect365.com/bbwf/)

\*Ovum Smart Home Services Forecast Report 2018-2023

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We're an international business of more than 600 colleagues, operating in more than 20 markets. Our aim is to inspire the Technology community to design, build and run a better digital world through research, media, training and event brands that inform, educate and connect. Over 7,000 professionals subscribe to our research, with 225,000 delegates attending our events and over 18,000 students participating in our training programmes each year, and nearly 4 million people visiting our digital communities each month.

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